NFFOODS Spectrum
perspectives on food technologies & business
ASIA

The Weinheimer Group Releases Industry Readiness Research and Launches VINTAGEÂ² Educational System

22 April 2026 | News

The system provides winery leaders with a structured operational framework covering AI search behaviour, brand visibility audits, and narrative alignment



The system provides winery leaders with a structured operational framework covering AI search behaviour, brand visibility audits, and **narrative alignment**

The Weinheimer Group released the Wine Industry AI Marketing Readiness Report, a study of verified winery owners, operators, and marketing decision-makers examining directionally how the industry is approaching artificial intelligence in brand marketing, visibility, and growth. The findings arrive alongside the launch of VINTAGEÂ², an AI visibility educational system built to help wineries understand and navigate the way artificial intelligence is reshaping consumer and trade discovery.

The report's headline finding is unambiguous: 93 per cent of wine industry respondents are either actively experimenting with AI or gathering information, with only 7 per cent saying AI is not a current priority. Yet a significant gap separates awareness from action. Sixty per cent of respondents identify improving online discoverability as their top AI opportunity, making it the most dominant single finding in the study. Thirty-six per cent say uncertainty about what is real versus hype remains their primary obstacle, and 29 per cent say clear return on investment proof is the single factor that would move them to take a first step.

"The wine industry has crossed a threshold that cannot be walked back," said Tim Weinheimer, Brand-AI Marketing Strategist and creator of VINTAGEÂ². "AI-powered search and generative engines are already functioning as the first point of discovery for consumers and trade buyers alike. Wineries that are not visible in those systems are not just losing marketing share of voice, they are losing the conversation entirely before it begins."

Specialising in AI brand growth consulting for wineries, Tim developedÂ VINTAGEÂ²Â in direct response to this gap. The system provides winery leaders with a structured operational framework covering AI search behaviour, brand visibility audits, narrative alignment, and the practical mechanics of Generative Engine Optimisation (GEO), the emerging discipline of ensuring a brand is understood, trusted, and cited by AI-powered discovery platforms. It is not a software subscription or a quick-fix tool. It is a working knowledge system designed to build durable capability inside winery teams.

"Tim's AI readiness educational workshop was eye-opening on the opportunities for our brand's visibility," said Valerie Elkins, Director of Memberships at William Chris Wine Company. "It helped us clearly understand how AI is already shaping how consumers find wineries like ours, and where William Chris Vineyards has a real opportunity to show up more consistently and credibly. Tim translated a complex topic into practical insight we are ready to act on with our marketing communications."